



Staff Report to Council - for Information

Title: Museum Information Report - April 2025

From: Cathy McGirr, Director of Museum and Cultural Services

Date: April 3, 2025

Report Number: MUS-2025-008

Report Purpose:

This report is for information.

Report Summary:

Museum program and service highlights for the month of March throughout the report.

Background/Analysis:

Exhibitions

The Museum will have two new, exciting temporary exhibits that will be open for visitors over the summer. First to open is Disheveling! An ExtraordinHairy Exhibition, which looks at hair in all its forms in this traveling, interactive exhibit. At the end of May, the Museum will host HOMAGE: Inspired by Outstanding Canadian Women, an exhibition of neckpieces designed by artist Don Stuart, pulling inspiration from incredible Canadian women.

Disheveling! An ExtraordinHAIRY Exhibition, May 15, 2025 - September 1, 2025

You will be within a hair's breadth of discovering everything about HAIR. Humans, plants, and animals show off their best attire, their hair, and the fine-tooth comb of science unentangles it all. Let your hair down and explore! Whiskers, fur, and hair will bristle-up your mind. Welcome to the world of hairy creatures!

This exhibit is produced by Sherbrooke Museum of Nature and Science in collaboration with Télé-Québec and contribution from Heritage Canada.

Proudly presented by Ontario Power Generation; Media partner 101.7 the One.

[Disheveling! An ExtraordinHAIRY Exhibition - Bruce Museum CA](#)

DISHEVELING!

AN EXTRAORDINHAIRY EXHIBITION

HOMAGE: Inspired by Outstanding Canadian Women, May 31, 2025 - September 1, 2025

Homage is a nationally touring collection of framed neckpieces created as a celebration and tribute to Canadian women throughout the ages and across the country in a wide range of professions and contributions to our society - mothers and artists; businesswomen and philanthropists; actors and athletes, inventors, and scientists.

The necklaces were created by renowned metal artist Don Stuart, C.M., O.Ont, RCA and are accompanied by sketches and short biographies. This exhibition, after showings from Yukon to Nova Scotia, offers visitors an opportunity to explore these personal histories from fresh perspectives. We welcome Homage to Bruce County.

Proudly presented by Blair Law Firm; Media partner 97.9 the Bruce

Exhibit Opening May 31 | 2:00 PM - 4:00 PM

[HOMAGE: Inspired by Outstanding Canadian Women - Bruce Museum CA](#)



Education and Outreach Programming

Education Programs

In March, the Museum delivered two Mobile Museum education programs to 40 students from Northport Elementary School.

Outreach Programming

On March 24, the Museum presented an outreach program at Gateway Haven. 30 participants had a chance to handle a selection of dolls and doll-related artifacts from one of the travelling trunks, and shared stories of some of their favourite toys from their youth.

Children's Programming

March Break Explorers Camp, March 10 - 14

This sold-out camp was a fantastic week of fun and learning for everyone. 15 kids ages 5 to 10 spent their days in the exhibits, doing crafts, games, experiments, outdoor play and seeing special guest presentations in the theatre. Daily themes included Illusions, A Splash of Inspiration, Animal Planet, Legends and Lore, and Space Academy.



March Break Explorers watching a yarn spinning demonstration in the Last Frontier Exhibit



Kids show off their gnome gardens and lunar landers designed during Explorers Camp

Museum Munchkins: Pete Moss in Concert, March 22

Over 60 children and caregivers spent their morning at the Museum exploring the wonders of nature with acclaimed children's performer Pete Moss! They were led through sing-alongs, bird calls, stories, and playful animal movements as Pete performed tracks from his albums [Birds Rock](#) and [Plants Rock](#). Afterward, children were invited to stay for a variety of hands-on nature activity stations, and to explore the Museum. Everyone left with a bit more nature knowledge than they started with, and many great memories.



Pete Moss performs for a group of children.

Upcoming Programs

April 5 - [Youth Pysanky Workshop](#): Learn the traditional art of Ukrainian egg decoration (pysanky) with artist Angela Ewtushik! Using wax and dyes, follow preset designs or make up your own with Angela's guidance. All materials will be provided, no experience necessary. Ages 9-14.

April 5 - [Easter Eggs](#): Hop into spring with an EGG-straordinary afternoon of fun at the Museum! Explore the exhibits while finding hidden eggs tucked away in all the Museum's nooks and crannies. Then get creative decorating your own eggs to take home!

April 11 - [PA Maker Day: Make it Painted](#): Explore the magic of painting through activities inspired by our current exhibit, Yükselle Hassan: Realism in Fantasy. Participants will get messy and experiment with a variety of painting techniques to create layered, fantastical artworks. Let your imagination flow and bring your own fantasy to life!

April 11 - [School's Out Movies](#): When school is out, join us for a movie day with free popcorn! 10:30 AM - The Mitchells vs. the Machines (2021, G); 1:00 PM - The Marvels (2023, G)

Marketing

Spring Exhibits & Events Launch

The Museum launched its full roster of events happening from April through June, and upcoming exhibits that will extend through the summer season. The launch includes a diversity of programming for all ages— from easter crafts and multicultural baking workshops to inspiring films and talks, and so much more. The full events calendar [can be found here](#).



Programming and Events

March 1- For the Birds Artist Talk: Finding Joy in Making

Participants joined in from 1:00 PM - 2:00 PM in the OPG Galley for an intimate, behind-the-scenes exploration of the exhibit, For the Birds: Upcycled Bird Palaces with the artist, Graeme Chalmers. Graeme spoke about his career as an artist, beginning stacking brightly coloured building blocks as an infant, to his journey through art school, graduation as a painter, and his life as an art educator and academic, and eventually his return to painting and the joy of making the upcycled bird palaces seen in the exhibit.



March 8 - 15 - March Break Family Fun Days

The Museum was busy during March Break. The fun -filled week kicked off on Saturday, March 8 with screenings of family movies, *The Wild Robot*, and *Wicked*.



On March 10, the Museum hosted a sold-out Balloon Making Machine Show filled with illusions, comedy, and imagination.



March 11 there were four sold-out birdhouse craft sessions, where 80 participants used their imaginations to decorate birdhouses inspired by the For the Birds exhibit.



March 12 welcomed the Wild Ontario to the theatre, with a North American Bird show where kids learned about how different birds function and behave, their habitats, and how to help protect them.



On March 13, the exhibit halls came to life with wool spinners, weavers and wood turner volunteers who provided engaging heritage demonstrations.



On March 14 attendees explored the solar system with an out-of-this-world science show investigating meteorites, dry-ice experiments, and a simulated comet.



The week's finale was a sold-out Steve Baker Magic Show on March 15, where kids had the opportunity to pick up some magic tricks of their own to take home.



March Break Family Fun Days were proudly presented by Judy Rich, Law Office.

March 21 - Muse-Talk: Highlights from the 2024 Elora Adventure Film Festival with Ian Evans

Friday night at the Museum welcomed the Elora Adventure Film Festival back to the Bruce Power Theatre. Attendees grabbed a seat in the Bruce Power Theatre and enjoyed highlights from the 2024 festival short films that capture ordinary adventurers from around the globe achieving extraordinary things. The festival's founder, Ian Evans then shared his unique perspective as both a filmmaker and a festival organizer, followed by an engaging Q&A.

Muse-Talks are proudly presented by Georgian College.



Upcoming Programs

April 5 - Ukrainian Easter Eggs, 1:00 PM - 4:00 PM

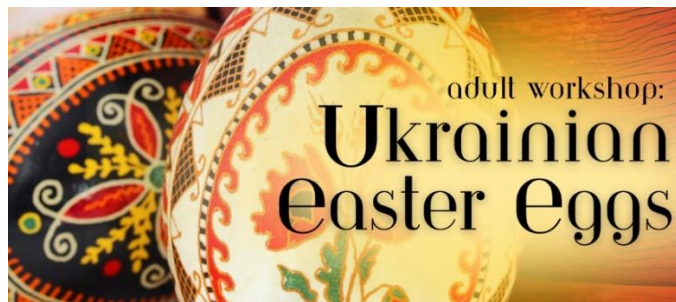
Participants are invited to attend a 3-hour workshop where they will learn the history and technique of decorating traditional Ukrainian Easter eggs (Pysanky) with a wax resist (batik) and dyes. Artist Angela Ewtushik will guide participants through two eggs, each beautifully designed by the participant! All materials will be provided.

\$60 Members | \$70 Non-members

Recommended for ages 18 and up. Space is limited; preregistration is required.

Coffee, tea, and treats will be provided.

[Ukrainian Easter Eggs: Adult Workshop - Bruce Museum CA](#)



April 16 - National Canadian Film Day: The Grand Seduction (2014), 7:00 PM - 9:00 PM

[National Canadian Film Day](#) is a massive, one-day, coast-to-coast-to-coast celebration of Canadian cinema. This year's theme is "Something to Believe In" and highlights stories that capture the power of art, of community, of having a dream, and of fighting for what you believe in. Celebrate #CanFilmDay with the Museum by checking out a uniquely Canadian flick in the Bruce Power Theatre.

The Grand Seduction (2014) is a funny and fresh English-language adaptation of the 2003 Quebecois comedy *La Grande Séduction*, this film tells the tale of a small fishing village in Newfoundland that must secure a new doctor to keep the community alive.

Directed by Don McKellar

FREE to attend; All are welcome! Preregister to save seats!

Coffee, tea, and treats will be provided.

National Canadian Film Day is presented by [Reel Canada](#).

[National Canadian Film Day: The Grand Seduction \(2014\) - Bruce Museum CA](#)



April 26 - Realism in Fantasy: Conversations with Yükselle Hassan, 1:00 PM - 3:00 PM

Drop in one last time to explore our exhibit [Realism in Fantasy](#) before it is gone! Through casual conversations artist Yükselle Hassan will be able to answer questions related to the exhibit, her artistic style, and even some insight into previous works. Stop by any time between 1:00 PM and 3:00 PM for this self-guided visit.

Members FREE; General Admission Applies.

Coffee, tea, and treats will be provided.

[Realism in Fantasy: Conversations with Yükselle Hassan - Bruce Museum CA](#)



Revenue Development

Memberships

In February, the Museum wrapped up the membership drive and announced the draw winner, Deb Kaufman who won a \$100 gift card to Re:mind Wellness. Membership numbers remained steady with 656 active membership households.

Confirmed Funding Requests

UNIFOR- Confirmed their support of the Speakers event in 2025 with a \$2,500 sponsorship.



NPX - Confirmed their support of the Speakers event in 2025 with a \$5,000 sponsorship.



Bruce Power - Confirmed their support of our 2025 Cultural Demonstrations program valued at (\$5,000) in addition to our Treaties Recognition Week program (\$3,000).



Port Elgin Lions Club - Confirmed their support for the 2025 Ancient Civilization school program revitalization with a \$500 donation.



Pending Funding Requests

Request submitted for \$1,000 in support of our upcoming Wildlife Wednesday's summer program.

Financial/Staffing/Legal/IT Considerations:

There are no financial/staffing/legal/IT considerations.

Interdepartmental Consultation:

There has been no interdepartmental consultation.

Link to Strategic Goals and Objectives:

Community and Partnerships - Build a strong and inclusive community

Community and Partnerships - Enhance and grow partnerships

Link to Departmental Plan Goals and Objectives, if any:

Pillar 1: Expanding BCM&CC's role as a Community Hub for the entire County

Objective 1.2 Establish BCM&CC as a centre of Cultural activity

Objective 1.3: Build profile as a core tourism destination

Pillar 2: Building affinity across the County

Objective 2.2 Deepen relationships with communities across the County.

Report Author:

Lauren Beer, Education/Outreach Coordinator

Renata Bell, Development Officer

Dan Genis, Program Coordinator

Jessica Pridham, Business Services Manager

Leyla Top, Marketing Coordinator

Matthew Weickert, Exhibitions & Collections Curator

Departmental Approval:

Cathy McGirr, Director, Museum & Cultural Services

Approved for Submission:

Christine MacDonald, Chief Administrative Officer

Attachments:

There are no attachments with this report